

2016 TOURISM

A YEAR IN REVIEW

Sarasota County collects a 5% Tourist Development Tax (TDT) on lodging stays under six months, of which **32% is spent on tourism marketing**

1 out of 5 people in Sarasota County is employed in the tourism sector



In FY2016 (October 1, 2015-September 30, 2016):

2,468,200 visitors to Sarasota County
 An increase of 6.8% over last year

\$1.7 billion+
 in direct expenditures from visitors

24,300 jobs created

\$2.8 billion+
 in total economic impact

More than **\$6.5 million**
 in wages paid



1 visitor to Sarasota County = **\$893** to Sarasota County economy

1 international visitor to Sarasota County = **\$1,109** to Sarasota County economy

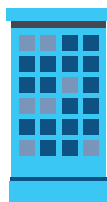
108 visitors = 1 Sarasota County job

Lodging Units in Sarasota County:*

Total number of lodging units:
15,820



45.15%
 condos



32.33%
 hotels/
 motels



22.52%
 other

*Source: Sarasota County Tax Collector

YOUR INVESTMENT | YOUR RETURN

\$1 of VSC marketing spending



\$284 in visitor spending

9% increase in visitation from New York City in 2016 as a result of a targeted multi-media campaign

GLOBAL MARKET

World-wide publications generated more than **1.7 billion impressions** from media outreach

Top International Markets



Canada



United Kingdom



Germany

OUR DIGITAL FOOTPRINT

27,403 requests for more information* from website visitors

66.14% increase Year Over Year in visits to VisitSarasota.org via our social media channels

*includes e-newsletter sign-ups, visitor guide uploads and downloads



GROUP BUSINESS

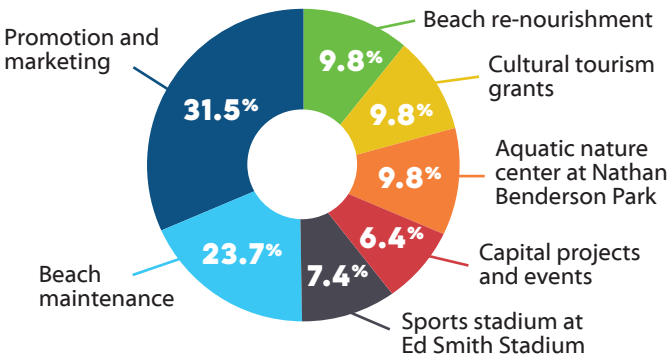
\$6 Million in Economic Impact, 9,000 room nights - Group business generated by VSC

VSC Sports Commission Economic Impact:

\$178,867,245.53

Sporting events booked **108,405 rooms**

TOURISM DEVELOPMENT TAX ALLOCATION



www.SarasotaCountyLovesTourists.com

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